

AMENDMENTS TO THE CLAIMS

This complete listing of the claims will replace all prior versions, and listings, of the claims in the application:

Status of the claims:

Claims 1-8 are canceled;

Claims 9-18 are new;

Claims 9-18 are pending.

Please amend the claims as follows:

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (New) An apparatus for aiding the decision-making process of a user selecting from a plurality of products/services, the apparatus comprising:

a memory storing data defining a plurality of products/services a user is able to select, said data comprising for each product/service:

data defining a graphical representation of said product/service;

data defining a number of criteria defining said product/service; and

data defining a user interface display providing further information on said product/service; and

a user interface display comprising a first and a second display portion, said user interface display being responsive to user input of selection criteria to cause indications of said input user selection criteria to be displayed in said first display portion and one or more selected graphical representations of products/services from said memory to be displayed in said second display portion, said selected graphical representations of products/services being selected on the basis of a comparison of said input selection criteria and data defining criteria defining products/services stored in said memory, wherein said graphical representations displayed in said second display portion are selectable by a user and said user interface display is responsive to user selection of a graphical representation of a product/service from said second display portion to generate a user interface display providing further information on said selected product/service utilizing data stored in said memory.

10. (New) An apparatus according to claim 9 wherein said data defining graphical representations of a product/service comprises data identifying text or a picture of said product/service.

11. (New) Apparatus according to claim 9 wherein said user interface display is responsive to user input of selection criteria to generate a user interface display wherein indications of said input user selection criteria comprising representations of slider settings identifying said user selection criteria are displayed in said first display portion.

12. (New) An apparatus according to claim 9 wherein said user interface display is responsive to user selection of a graphical representation of a product/service from said second display portion to generate a user interface display providing further information on said selected product/service in a third portion of a display at the same time as the display of said first and second display portions.

13. (New) An apparatus according to claim 9 wherein said user interface display comprises recommendation logic responsive to user input of selection criteria to calculate for each product/service for which data is stored in said memory a score for said product/service and to select graphical representations for inclusion in said second portion of a generated display on the basis of the score determined for said product/service utilizing said input selection criteria and data defining a number of criteria defining said product/service.

14. (New) An apparatus according to claim 13 wherein said recommendation logic is operable to rank said products/services for which data is stored in said memory and order the graphical representations of said products/services displayed in said second portion of a generated display on the basis of said ranking.

15. (New) An apparatus according to claim 13 wherein said recommendation logic is operable to select a predetermined number of graphical representations for inclusion in said

second portion of a generated display wherein said selected graphical representations comprise products/services associated with scores indicative of the best match between said input selection criteria and data defining a number of criteria defining said products/services.

16. (New) An apparatus according to claim 13 wherein said recommendation logic is operable to calculate a score for each product/service according to the following formula:

$$S_p = f(S_{i,p}, I_i); \quad i \in \{1 \dots N\}; \quad p \in \{1 \dots Q\}$$

wherein

S_p represents the overall score for a particular product/service p

$f(\dots)$ represents “a function of”

$S_{i,p}$, represents the individual score for criterion i of product/service p

I_i represents the importance of feature i to a user

N represents the number of possible selection criteria

Q represents the number of products/services for which data is stored in said memory.

17. (New) A computer network comprising:

a user terminal;

a server storing:

program logic for generating user interface displays on a user terminal; and

definition data defining a plurality of products/services a user is able to select,

 said data comprising for each product/service:

 data defining a graphical representation of said product/service;

 data defining a number of criteria defining said product/service;

 data defining a user interface display providing further information
 on said product/service; and

 a communications medium operable to transmit program logic and definition data
 between said server and said user terminal, wherein said user terminal is operable to download
 program logic and definition data from said server via said communications medium, said
 program logic causing said user terminal to generate a user interface display comprising a first
 and a second display portion, said user interface display responding to user input of selection
 criteria to cause indications of said input user selection criteria to be displayed in said first
 display portion and one or more selected graphical representations of products/services defined
 by downloaded definition data to be displayed in said second display portion, said selected
 graphical representations of products/services being selected on the basis of a comparison of said
 input selection criteria and said criteria defining said products/services from said downloaded
 definition data, wherein said graphical representations in said second portion are selectable by a
 user and said user interface display is responsive to user selection of a graphical representation of
 a product/service from said second display portion to generate a user interface display providing
 further information on said selected product/service.

18. (New) A computer network according to claim 17 wherein said user terminal is responsive to user selection of a graphical representation of a product/service from said second display portion to request further information for a selected product/service from said server and responsive to receipt of said further information to utilize said further information to generate a display comprising said user interface display providing further information on said selected product/service.